



# Indiana University

Current Revision Date: 07/07/25

**Established:** 1820

**Location:** Bloomington, IN

**Nickname:** Hoosiers

**Conference:** Big Ten, NCAA Division I

## Verbiage

Indiana University®  
Indiana Hoosiers®  
Indiana®  
Hoosiers®  
IU®

### Crimson

**PANTONE 201 C**

**CMYK: 0, 100, 65, 34 | RGB: 153, 0, 0**

MADEIRA Rayon: 1038 OR 1238 | MADEIRA Polyneon 1982

### White

**White**

**CMYK: 0, 0, 0, 0 | RGB: 255, 255, 255**

MADEIRA Rayon: 1001 | RA: 2342

### Black

**PANTONE Process Black C**

**CMYK: 0, 0, 0, 100 | RGB: 0, 0, 0**

MADEIRA Rayon: 1000 | RA: 2296

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## Primary Marks

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## Primary Wordmarks

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## Athletic Wordmarks

17	18	19	20
21	22	23	24
25	26	27	28
29	30		

## Athletic Spirit Marks

31	32	33	34
35	36	37	38
39	40	41	42
43	44	45	46
47	48	49	50
51	52	53	54



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## Athletic Marks

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## Institutional Marks

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## Sport Specific Marks

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